ABSTRACT OF THE DISCLOSURE

A system for facilitating aggregate shopping is disclosed. The system comprises (a) a database server system being for maintaining at least one shoppers group, the at least one shoppers group being characterized by a designated product and conditions for purchasing the designated product; and (b) a plurality of user clients, being at a disposal of a plurality of users and being capable of communicating with the database server system, each of the plurality of user clients being for enabling a respective user thereof to join the at least one shoppers group, such that a user of the plurality of users is entitled to purchase the designated product under the conditions for purchasing the designated product upon joining the at least one shoppers group.